

Faculty Profile

Faculty Name	Dr. Soumik Gangopadhyay
Designation	Professor
Department	BBA
Official Mail ID	soumik.gangopadhyay@iem.edu.in
Google Scholar Link	https://scholar.google.com/citations?user=r8H2bfQAAAAJ&hl=en&oi=ao
Research Gate Link:	https://www.researchgate.net/profile/Dr-Soumik-Gangopadhyay?ev=hdr_xprf

1. Projects completed/ongoing:

- a. Transitory Perceived Value of Health Risk Since Pandemic and its Future Impact on Health and Healthcare. Funded by IEM-UEM.
- b. Focused Communication for Effective intervention to Adopt Healthy Lifestyle Practices. Funded by IEM-UEM.
- c. Impact of Green Awareness and Pro-environmental Value on Consumption of Electric Vehicle. Funded by IEM-UEM.
- d. A study of Mounting Interest of In-vitro fertilization (IVF) in Selected Areas of Extended Kolkata. Funded by IEM-UEM.
- e. Designed a project on “Development of ecotourism with augmentation of traditional medical plants in the natural source from Tripura forest” funded by Govt. of Tripura and BITR.
- f. Project on “Survey of the Distribution Channel of the Food Products in Kolkata Metropolitan Area and Identify New Opportunities” as project Analyst of ILEAD funded by Food Processing Industries and Horticulture Dept., Govt. of West Bengal.

2. Seminars / conferences attended and presented:

Attended & Presented:

SL NO	Organizing Institute	Topic Name	Date	Attended By	Department
1	IEA & Jain University, Bengaluru	Transitory Perceived Value of Health Risk Since Pandemic	26-28 Dec'22	Gangopadhyay S.	BBA
2	IEM, Kolkata	Inorganic Growth of Immunity Boosters in light of COVID-19 Pandemic: Is it a Trending Fad	10-12 Dec'21	Gangopadhyay S.	BBA
3	IEM, Kolkata	Mediating Influence of COVID-19 pandemic Induced Lockdown on Rise of OTT	10-12 Dec'21	Gangopadhyay S.	BBA
4	IEM, Kolkata	A Study on Mediating Influence of Social Media on Online Purchase of Medicine during Pandemic	9-11 Dec'22	Gangopadhyay S.	BBA

5	IEM, Kolkata	Factors effecting the Choice of International Mobile Telecommunication Service	9-11 Dec'22	Gangopadhyay S.	BBA
6	UEM, Kolkata	Factors Influencing the Adoption of Digital Transactions	21-23 Apr'23	Gangopadhyay S.	BBA
7	IEM-UEM Gr., Kolkata	Rise and Fall of Indian Aviation Sector- A case Study	1-2 Sep'23	Gangopadhyay S.	BBA
8	IEM-UEM Gr., Kolkata	Can Consistency become a game Changing Strategy: A Case of Shyamali Paribahan !	1-2 Sep'23	Gangopadhyay S.	BBA
9	IEM-UEM Gr., Kolkata	Role of Apollo Pharmacy in Piloting Paradigm Shift in Pharma Industry: An Exploratory Analysis	1-2 Sep'23	Gangopadhyay S.	BBA

3. Papers/articles/books published:

a. Chakrabarti S., Gangopadhyay S., Lahiri I., Sur S., Chattopadhyay S., Sharma R.R. (2023). "Perspectives in Sustainable Management Practices". ROUTLEDGE (Taylor & Francis gr.). (ISBN: 9781032440026).

Published Journal Article:

SL N o	Departme nt	Topic of Publication	Authors	Journal Name	Volum e	Pages
1	BBA	Hospital Advertising- a myth or reality.	Gangopadhyay S., Bandopadhyay P.	Indian Journal of Marketing	42(6)	47-52
2	BBA	Burden of NCDs Among Nuclear Families: A Study in the City of Joy	Journal of Health Management.	Gangopadhyay S; Sur S.	19(4)	602-609
3	BBA	A Model Of Strategic Communication For Clinical Premises Based On Perceived Risk Of Ncds: A Study Of Kolkata, India	International Journal of Business Innovation and Research	Gangopadhyay S; Chakraborty S.	25(3)	353-364
4	BBA	Will COVID Pandemic Induced Resurge in Immunity Booster Consumption Drive an Unethical Business Practice	Gerontology and Geriatrics Studies	Gangopadhyay S; Chakrabarty S.	8(1)	751-752
5	BBA	Transitory Perceived Value of Health Risk Since Pandemic	Third Concept	Gangopadhyay S., Mazumder R.	37(434)	26-28
6	BBA	Voluntary Choice of Lifestyle Modification in Secondary Prevention of NCDs	Tanzania Journal of Health Research	Gangopadhyay S., Sur S., Chatterjee S., Ghosh S.	26(3)	2080-2093

7	BBA	Determinants of Hospital Performance under Variable Ownership Pattern: A Two-Stage Analysis	Tanzania Journal of Health Research	Gangopadhyay S., Chatterjee S.	25(4)	1476-1490
---	-----	---	-------------------------------------	--------------------------------	-------	-----------

Published Book Chapter:

SL No	Name of the Book/Book chapter	Authors	Name of Publisher
Book 1	Pandemic Diaries: A Casebook of Corporate and Society Practices	Gangopadhyay S., Sur S., Mazumder R., Ghosh S.	Springer Nature Singapore
Book 2	Perspectives in Sustainable Management Practices	Gangopadhyay S., Sur S.,	Routledge (Taylor & Francis)
Book Chapter 1.	Being Resilient to Deal with Attrition of Nurses in Private COVID-19 Hospitals: Critical Analysis with Respect to the Crisis in Kolkata, India. In: Garg et al., (2021) (eds) Healthcare Informatics for Fighting COVID-19 and Future Epidemics. EAI/Springer innovations in Communication and Computing.	Gangopadhyay S., Ukil A.	Springer Nature CAM. SCOPUS
Book Chapter 2	"Emerging Paradigm of Smart Healthcare in the Management of COVID-19 Pandemic and Future Health Crisis". In: Chakraborty et al., (2022) (eds) Intelligent Healthcare: Infrastructure, Algorithms, and Management.	Gangopadhyay S; Ukil A. Chatterjee S.	Springer Nature Singapore. SCOPUS
Book Chapter 3.	"A Retrospective Journey of World in Pandemic/Book Chapter". In: Bhattacharyya et al., (eds)(2023) Computer Intelligence Against Pandemics: Tools and Methods to Face New Strains of Covid-19.	Gangopadhyay S., Nag A., Sadhukhan E.	Degruyter, Germany. SCOPUS
Book Chapter 4.	Mediating Influence of COVID-19 Pandemic Induced Lockdown on Rise of OTT". In: Kotler et al., (eds) (2023) Perspectives in Marketing, Innovation and Strategy.	Gangopadhyay S., Singh A., Bose A., Ghosh B.	ROUTLEDGE (Taylor & Francis gr.).
Book Chapter 5.	"Inorganic Growth of Immunity Boosters in light of COVID-19 Pandemic: Is it a Trending Fad?". In: Kotler et al., (2023) Perspectives in Marketing, Innovation and Strategy.	Sadhukhan E., Gangopadhyay S., Nag A.	ROUTLEDGE (Taylor & Francis gr.).
Book Chapter 6.	Is Rural India Forgoing the Benefits of Non-implementing AI-enabled Healthcare: A Prospective Analysis. In: Bhamri et al., (2024) Smart Healthcare Systems: AI and IOT Perspectives,	Gangopadhyay S., Chakrabaty A., Ukil A.	CRC Press (Taylor & Francis gr.).

Book Chapter 7.	The Perceived Value of e-rupee, A next-gen Trading Solution in: Aneja et al., (2024) The Digital Currencies in the new Global world order.	Gangopadhyay S., Ghosh S., Roy S., Dhol S., Deb A.	Springer Nature Singapore. SCOPUS
Book Chapter 8	Perceived Value of Prospect of AI-enabled Healthcare: View of Z Generation in Singh et al., (2025) Transforming Healthcare Sector Through Artificial Intelligence and Environmental Sustainability.	Gangopadhyay S., Guha S., Basu P.	Springer Nature Singapore. SCOPUS
Book Chapter 9	A Strategic Model to Control Non-communicable Diseases in: Dutta et al., (2025) Design and Forecasting Models for Disease Management.	Gangopadhyay S., Ukil S., Ghosh S., Sur S.	Wiley, Scrivener
Book Chapter 10	Factors Influencing the Adoption of Digital Transactions In: Chawla et al., (2025) Agile Business Transformations: Priorities Lessons and Practices,	Gangopadhyay S., Roy S., Dhol S., Deb A.	Apple Academic press.
Book Chapter 11	Shifting Trend of Customer Purchase Decision Within the Omni-channel Capability during Pandemic In: Gangopadhyay et al., (2025) Pandemic Diaries: A Casebook of Corporate and Society Practices	Halder S. Gangopadhyay S., Digal S., Saha S.	Springer Nature Singapore
Book Chapter 12	Emerging Trend of Online Purchase of Medicine in Light of COVID-19 Pandemic In: Gangopadhyay et al., (2025) Pandemic Diaries: A Casebook of Corporate and Society Practices	Gangopadhyay S. Das P. et al.	Springer Nature Singapore

Published Conference Paper:

SL No	Topic of Publication	Authors	Conference Name	Status
1.	A Model Of Strategic Communication For Clinical Premises Based On Perceived Risk Of Ncds: A Study Of Kolkata, India	S. Gangopadhyay, S. Chkraborty	International Conference on Global Health & Medical Tourism (GloHMT). IIM-Kozhikode, 2019	Published
2.	The Utility Paradox of Biodiesel: A Selective Study of Kolkata.	S. Gangopadhyay, S. Sur	IIM-Ahmedabad, 2017	Published
3.	"Self medication – a menace or opportunity" - an empirical analysis.	S. Gangopadhyay	International conference on "Development Management" at Bangkok (Thailand), 2011.	Published
4.	"A call of conscience for Practice of malpractice: The volatile crime in Indian	S. Gangopadhyay	"Contemporary issues in management development	Published

	hospital Industry”		Bali (Indonesia) organized by IIMS & AIS-Newzealand & UTM, Malaysia, 2012.	
5.	“Negotiating Empowerment: Perception of Private Super-specialty Hospital Patients regarding Lifestyle related diseases – A study of Kolkata, India”	S. Gangopadhyay	ICOM-2014, Colombo, Srilanka.	Published

4. FDP / RC / OC / Training Program/Workshop:

SI No	Date	Topic	Organized by	Attended by	Department
1.	8-10.7.21	AICTE Exam reforms workshop	AICTE & IEM	S. Gangopadhyay	BBA
3.	21-25.11.22	5Day Offline FDP on Contemporary Approaches in Research & Education (CARE), 2022	HRDC, IEM	S. Gangopadhyay	BBA
4.	13-17.06.22	FDP on Self-Dissection in the light of Zone Utilization and Patterns of Letters: A Graphological Approach.	Dept. of Computer Application and Science, IEM	S. Gangopadhyay	BBA
5.	3-4.5.23 & 11-13.5.23	Five days faculty development Program on Case Writing	HRDC, IEM (FDP on Case Writing)	S. Gangopadhyay	BBA
6.	1-6.02.16	Attended workshop on Art Culture and Heritage, a Management Perspective	Heritage Management, Ahmedabad University	S. Gangopadhyay	BBA
7.	22-27.02.22	Five day Workshop on Design Thinking	www.skillnation.in	S. Gangopadhyay	BBA
8.	15-21.12.21	FDP on Open Source Software	HRDC, IEM	S. Gangopadhyay	BBA

Workshop:

SI No.	Department	Organizing Institutes	Name	Date	Attended By
1.	BBA	IEM, Kolkata	Decide How to Decide	15.09.2022, 16.08.2023	Corporate executives, Faculties, Students
2.	BBA	IEM, Kolkata	Green Walk	27.09.2022, 27.09.2023	BBA Students

5. Preparation of E-learning materials/ Content:

Sl. No.	COURSE NAME	Subject Code	Name Of The Faculty Contributor	Name Of The Faculty Contributor	No. Of Lessons	Url	Paid / Free	Certificate	Published/Draft	Type Of Course (Conventional/Fdp/Bridge Course/Skill Development)
NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

6. Acted as resource persons:

- i. Reviewed 17 research paper indexed journals of Web of Science.
- ii. Conducted training for executives of CESC, RBI, Caplet Pharma on 'Strategic Decisions' in 2022, 2023, 2024, 2025.
- iii. Conducted training for executives of CESC on 'Strategic Thinking and Decisions Making' on 06-07.01.2022.
- iv. Conducted training for executives of Indian Oil Corporation on 'Advanced Excel' on 08.02.2022.
- v. MDP on Developing Analytical Skill for Decision Making for executives of CESC on 'Strategic Decisions' on 13.03.2023.
- vi. Consultancy on digital marketing for Shyamoli Paribahan Pvt. Ltd. on 05.10.2023.
- vii. Rapporteur of 'Sector of the Economy-Performance and Aspirations' session 105th Annual Conference, 2022 of IEA.
- viii. Moderator of marketing session of IRPSS-2021, IRPSS-2022.
- ix. Chaired a session each for SBT-23 and IUICC-2023.
- x. Speaker of webinar on "Supply Chain Management in Post COVID-19 Period" conducted by ECMT, Barasat on 20th June'2020.
- xi. Speaker of webinar on "Health crisis of this Century: A Retrospective Journey" conducted by ABS Academy of Science Technology and Management, Durgapur on 22nd May'2021.

7. M.Phil.& Ph.D awarded: 8 candidates are pursuing doctoral research work under his supervision.